

Addendum to the Programme Specification

BA Fashion Marketing with Management 8237 Ad 202021

This Addendum has been produced to highlight the key changes made to the existing Programme Specification as a result of the University's response to the Covid-19 Pandemic. You should read it in conjunction with the relevant Programme Specification from the year you started your programme.

[Programme Specification for entry in 2020-21](#)

[Programme Specification for entry in 2019-20](#)

[Programme Specification for entry in 2018-19](#)

[Programme Specification for entry in 2017-18](#)

University level information

In view of COVID-19, the University has had to make changes to some elements of programme delivery for 2020-21. These changes have included the method of delivery, such as face-to-face and online, and the number of modules available.

The University aims to provide as much of a face-to-face component to your education as prevailing conditions at the time allow, combined with its new blended approach that will develop active independent and group online learning.

As the COVID-19 pandemic develops, the University's response to this and other issues may likewise need to evolve. The University will consult with student representatives as necessary and appropriate and will communicate changes to you as soon as practicable so that you have the information you need to understand how a change may impact you and what steps you need to take next. The University remains committed to supporting you as you learn.

Programme Information

As a student on this programme you would normally have the opportunity to attend study trips. If possible, we will continue to offer this, but only if we are working within the government and university COVID guidelines. For 2020-21 the alternative arrangements regarding trips are expected to include day trips and/or online visits.

Programme Structure

Where optional modules have been specified, the following is an indicative list of available optional modules, which are subject to change each academic year. Please note that, in some instances, modules have limited spaces available.

There have been no Programme Structure changes made.

Programme:	BA Fashion Marketing with Mgmt - 8237
Term:	2020-2021 Academic Session (202021)
Area title:	8237-1 - BA Fash Mktg w Mgmt Pt1

Compulsory Modules

You must complete the following modules:

Module	Module Title	Credit	Core?	Semester / Term
ARTD 1105	Introduction to Research	15	Yes	Semester 1
ARTD 1106	Fashion Contexts	15	Yes	Semester 1
ARTD 1107	Introduction to Business	30	Yes	Semester 1
ARTD 1108	Fashion Styling & Crtv Prct	30	Yes	Semester 2
ARTD 1109	Consumer Intelligence	30	Yes	Semester 2

Programme: BA Fashion Marketing with Mgmt - 8237

Term: 2020-2021 Academic Session (202021)

Area title: 8237-2 - BA Fash Mktg w Mgmt Pt2

Compulsory Modules

You must complete the following modules:

Module	Module Title	Credit	Core?	Semester / Term
ARTD 2106	Product Management	30	Yes	Semester 1
ARTD 2107	Trend Forecasting	15	Yes	Semester 1
ARTD 2108	Retail Futures	30	Yes	Semester 2
ARTD 2109	Creative Strategy	30	Yes	Semester 2

Optional Modules

You must choose from the following modules:

Module		Credit	Semester / Term
Rule 1	Select one module Please select one module from the list below. Once selected the module becomes core and must be passed.		
ARTD 2117	Business Skills for the Creative Industries	15	Semester 1

ARTD 2118	Creative Futures	15	Semester 1
ARTD 2119	Image and Branding	15	Semester 1
ARTD 2120	Visual Culture	15	Semester 1
ARTD 2125	Creative Writing	15	Semester 1
ARTD 2126	Sight and Sound	15	Semester 1

Programme: BA Fashion Marketing with Mgmt - 8237

Term: 2020-2021 Academic Session (202021)

Area title: 8237-3 - BA Fash Mktg w Mgmt Pt3

Compulsory Modules

You must complete the following modules:

Module	Module Title	Credit	Core?	Semester / Term
ARTD 3063	Critical Issues	15	Yes	Semester 1
ARTD 3064	Digital Marketing	45	Yes	Semester 1
ARTD 3065	Professional Planning	15	Yes	Semester 2
ARTD 3066	Final Project (FMM)	45	Yes	Semester 2